

CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Certificate Of Recognition From United States Department Of Commerce Census Bureau

MEETING DATE: February 21, 2001

PREPARED BY: City Manager

RECOMMENDED ACTION: That Mayor Nakanishi present a Certificate of Recognition to Cynthia L. Haynes, project coordinator for the City of Lodi Census 2000 program.

BACKGROUND INFORMATION: Nearly three out of four Lodi residents who received census forms last spring had them filled out and returned to the Census Bureau within a month.

Lodi led all cities in San Joaquin County with a 72% return rate, and topped the national average by 7%.

The high return rate is due to the City's and the San Joaquin County Council of Government's efforts in raising public attention through a comprehensive marketing plan that targeted both English and non-English speaking residents.

The City of Lodi's marketing plan included numerous school programs, outreach efforts, and a community speakers bureau, which made the Census Bureau's efforts "user friendly in our community".

Working with a minimal budget and a limited amount of lead-time we were able to create a community-wide Census kick-off, which included a day of entertainment, information, and family fun. "Lodi You Count Day" was attended by over 1,200 members of our community and served to inform, educate, and entertain our citizens.

Federal grants for road repair, police and fire departments, and school districts often are based on a city's population. For each Lodi resident counted in the 2000 census, the City can collect up to \$257.00 in federal grants for various projects. The final population count for the 2000 census will not be available until April 2001.

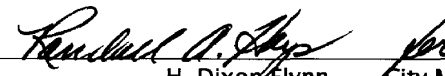
FUNDING: None required.



H. Dixon Flynn
City Manager

HDF/CLH/jmp

APPROVED: _____


H. Dixon Flynn -- City Manager